

The Vitamin A Activity of Vegetables and Fruits is CAROTENE (Pro-Vitamin A)



Through the unremitting efforts of the chemist and biologist we now know that the vitamin A activity of the vegetables and fruits of the normal diet is carotene . . . Pro-Vitamin A.

Animals derive vitamin A activity from carotene (Pro-Vitamin A) in grasses and forage crops. Fish derive vitamin A activity directly or indirectly from algae. Mankind derives vitamin A activity from carotene (Pro-Vitamin A) contained in certain vegetables and fruits, which is converted in the body into vitamin A, or from animal products, where it results in turn from the conversion of Pro-Vitamin A into vitamin A. In each case carotene (Pro-Vitamin A) from *vegetation* is a mother substance of vitamin A activity in man and the animal organism.

Carrots, spinach, and certain other green and yellow vegetables and fruits contain carotene (Pro-Vitamin A). Eggs, and foods containing butterfat also contain some carotene and vitamin A, the amounts depending on the season and feed of the animal. However, meals in which cereal products, white potatoes and lean meats predominate and which are habitually eaten by many people, contain very little vitamin A activity.

When vitamin A activity is required, we suggest that you prescribe Smaco Carotene-in-oil, which provides a mother substance of vitamin A activity as it occurs in the vegetables and fruits of a well balanced diet. Where it is desired to prescribe vitamin D with vitamin A, Smaco Carotene-with-Vitamin-D-Concentrate-in-oil is available.

Palatable—Being derived from vegetable sources you would expect Smaco Carotene-in-oil to be palatable . . . *it is*.

No Unpleasant Aftertaste—A large proportion of your patients will appreciate this.

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Dose: One suppository at intervals of three days or more, used preferably in the morning.

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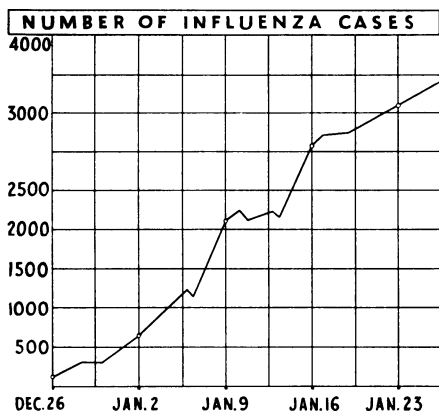
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- March 5: Deficiency disease, its physiology, diagnosis, and treatment.
—C. P. RHOADS, Associate Member of the Hospital of The Rockefeller Institute for Medical Research.
- March 12: Neurology and Psychiatry—their common interests and some divergent trends.
—NOLAN D. C. LEWIS, Professor of Psychiatry, College of Physicians and Surgeons, Columbia University.

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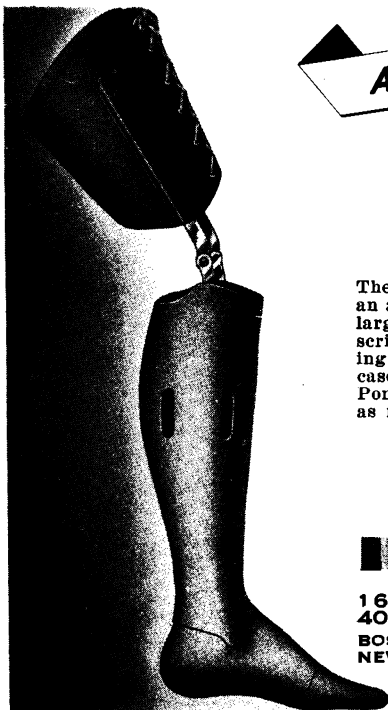
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